

Expanded LA Holiday Celebration Scheduled for November 28th from Noon – 8:30 p.m.



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FOR IMMEDIATE RELEASE

LEWISTON: The Twin Cities will be the place to be on November 28th, as the annual Twin Cities Holiday Celebration has grown into a 12 Noon – 8:30 p.m. event filled with holiday fun and offerings, sponsored again this year by Center Street Dental of Auburn. The event's growth is due to a new partnership between the Lewiston Downtown Holiday Celebration Committee, the Auburn Business Association, and the Union of Maine Visual Artists-LA (UMVA-LA). Representatives from UMVA stepped forward recently to expand the annual evening celebration into an afternoon one as well. All event details will eventually be displayed on an in-progress website hosted by the Downtown Lewiston Association: www.downtownlewistonassociation.com

"We've wanted to expand the Twin Cities Holiday Celebration for a couple years now but didn't have the manpower to broaden it further. Folks from UMVA have been a tremendous asset to enhance the celebration and highlight LA as a holiday destination place. The involvement of LA downtown businesses is great, and the afternoon festivities are wonderful additions to the annual celebration," noted Dottie Perham-Whittier, Lewiston's Community Relations Coordinator.

UMVA's contributions are entitled **"The Festival of Art and Lights"** to include a *"Most Creative Use of Light"* window decorating contest in the Lewiston and Auburn downtowns; crafters providing high-quality and unique handmade gift ideas, discounts at many downtown businesses, and carolers strolling LA downtown streets. November 28, 2015, is also *"Shop Local Day."*

Melanie Therrien of UMVA notes, *"The Union of Maine Visual Artists and the Downtown Lewiston Association are thrilled to partner with the holiday planning committee for this exciting event. Shop local this holiday season and check out all the festive window decorations!"*

Sheri Hollenbeck, also of UMVA, adds, *"We are excited about enriching our community with buy local culture, arts, and events."*

The annual **Parade of Lights** will kick off at 6 p.m. from Park Street, Lewiston, ending at Festival Plaza in Auburn. At the Plaza, there will be music provided by Dionne Entertainment, free munchies, free Santa & Mrs. Claus photos, free wagon rides, and free dental bags from the event's premiere sponsor, Center Street Dental.

In addition, the **2015 version of Cinderella** will be shown at 1:00 pm at the Auburn Public Library, 49 Spring Street, in the Androscoggin Community Room, and snacks will be provided. The Lewiston Public Library will have **Festive Hip Hop with Ryan Morrill** from 3:00 – 4:00 p.m. in Callahan Hall, 200 Lisbon Street. The hip hop presentation/interaction will be for ages 8-18.

Perham-Whittier concludes, ***"It's really impressive how this event expansion has fallen into place so nicely. It's going to be a great afternoon and evening."***

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